



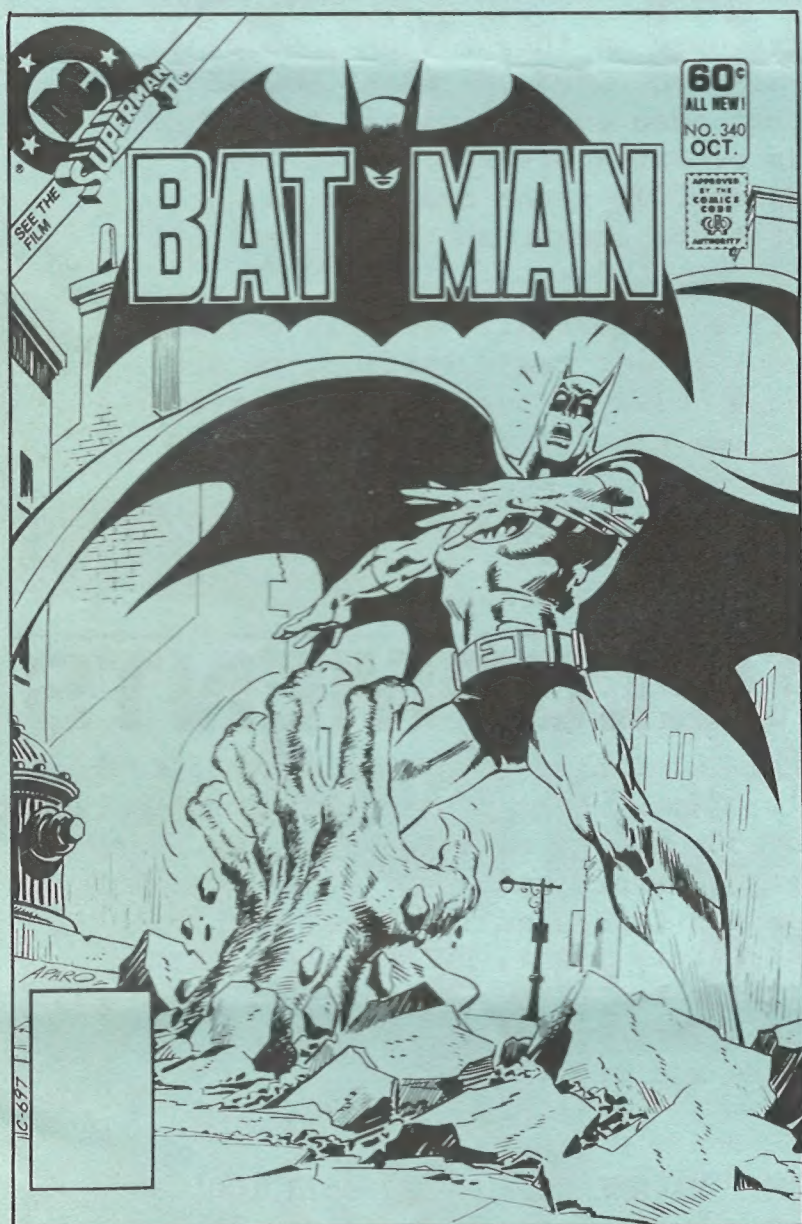
COMING ATTRACTIONS

NUMBER 56 JULY, 1981

GENE COLAN PENCILS BATMAN!

Marvel's longest consecutively-employed artist has just signed a three-year contract with DC Comics and his first assignment is a 25-page BATMAN tale plotted by Roy Thomas. As BATMAN Editor Dick Giordano explained, "I've had this plot on the shelf just wait-

ing for an artist that could do it justice. It is a story that demanded a lot of mood and mystery--just the type of qualities that Gene instills in his artwork. Now that he's working for DC, he was the ideal candidate." We couldn't agree more.



This is the cover...



...and this is only ONE of the pages inside!

DC COMING ATTRACTIONS, Vol. 7, No. 56, July, 1981. Published monthly by DC COMICS INC., 75 Rockefeller Plaza, New York, N.Y. 10019. Copyright © 1981 by DC Comics Inc. All Rights Reserved. The stories, characters and incidents mentioned in this magazine are entirely fictional. No actual persons, living or dead, are intended or should be inferred. Printed in U.S.A.

Jenette Kahn, President and Publisher
Joe Orlando, Vice President, Editorial Director
Roger Slifer, Editor
Karen Berger, Editorial Coordinator
Jack Adler, Vice President-Production
Paul Levitz, Manager of Business Affairs
Arthur Gutowitz, Treasurer

WARLORD CELEBRATES 50TH ANNIVERSARY!

DC's most established Sword & Sorcery hero celebrates his 50th issue anniversary this month in WARLORD #50. This issue features the climactic conclusion of our multi-part saga and features over a dozen characters from Travis Morgan's past and present adven-

turesome life. As author/artist Mike Grell put it, "EVERYBODY is in this one! I can't think of any WARLORD character who doesn't make an appearance!" This is a landmark issue in every way!



ARAK AND ALL-STAR UPDATE

Dealer response to the preview issues of the ALL-STAR SQUADRON and ARAK, SON OF THUNDER has been overwhelmingly favorable. Thousands of extra preview issues have been ordered. It seems everyone is determined not to be caught short on these collectors items.

DC'S ADDITIONAL SUPPORT: To help dealers promote our latest comic entries, we are providing a point-of-purchase sticker advertising our preview giveaway comics. Then, the following month, when the 1st issues go on sale, we will provide a door-poster so retailers will be able to entice customers into their stores.

DIRECT SALE DEVELOPMENTS

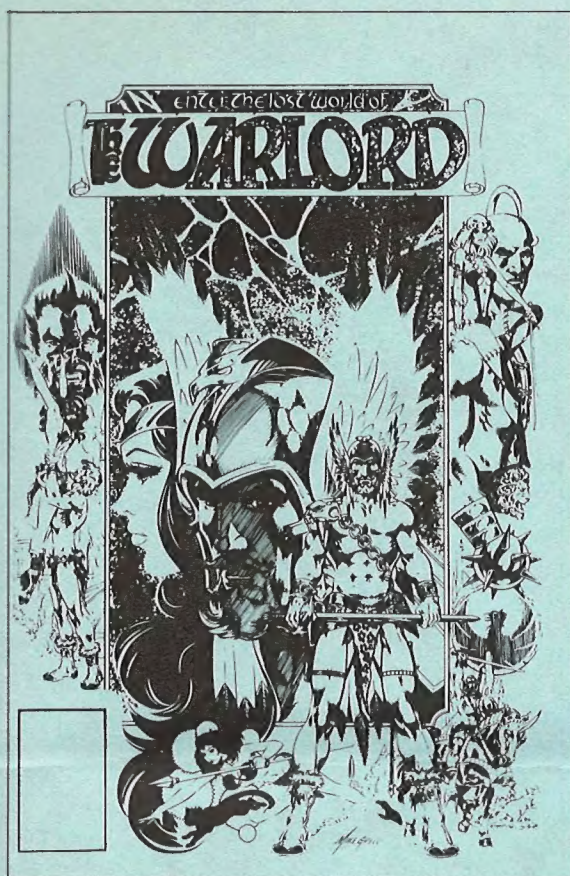
ITEM: Following the hiring of Roger Slifer to handle the in-house overseeing of our Direct Sale operation, we have now hired Paul Kupperberg as road-sales liaison to the comic book retail shops. Paul and Roger will be in close contact as they plot the course of DC's future sales and promotions strategy. If you own or manage a retail comic book shop and would like Paul to drop in to your store and discuss your comic business, let us know. We are currently in the midst of planning Paul's travelling itinerary and will try to fit you in if at all possible. Also, if you have any questions or would just like to convey general information about your store or business so that we can all work together better, please write to:

Roger Slifer
Direct Sales Department
DC Comics Inc.
75 Rockefeller Plaza
New York, NY 10019

ITEM: Beginning with this month's titles, DC's 32-page comics will sell for 60¢ rather than 50¢ and we will be adding two more pages of story and art. Once more, inflation has forced an increase, but with the added story pages, DC's books remain a slightly better buy than Marvel's and provide a larger profit per book to our wholesalers and retailers.

ITEM: MADAME XANADU has sold 100,000 copies exclusively through the Direct Sale network. Commenting on the sale, Roger Slifer noted, "The substantial sale of Madame Xanadu through the collectors market justifies our faith in selling the book through that method and gives us firm incentive for repeating the success of Madame Xanadu by releasing some of our other future product exclusively through that

(Continued on page 4)

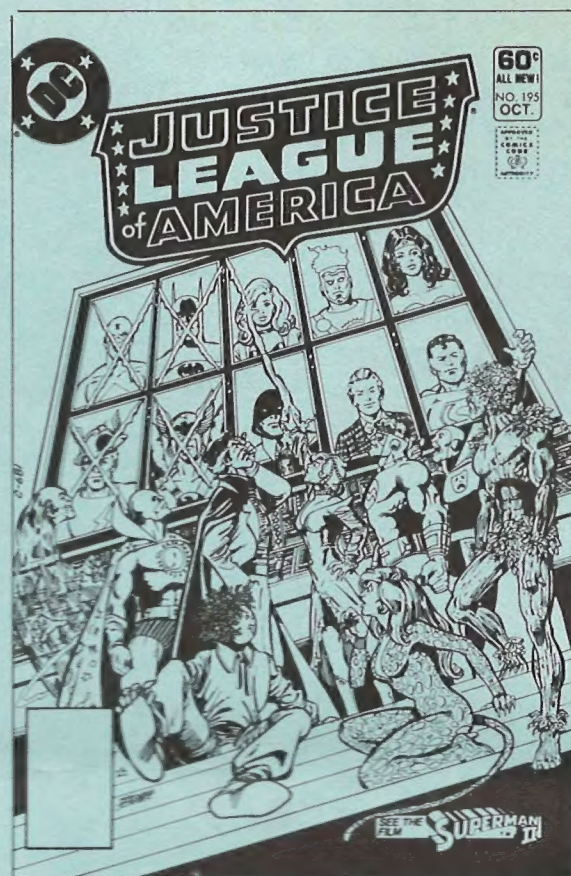


WARLORD #50

Warlord's landmark adventure.

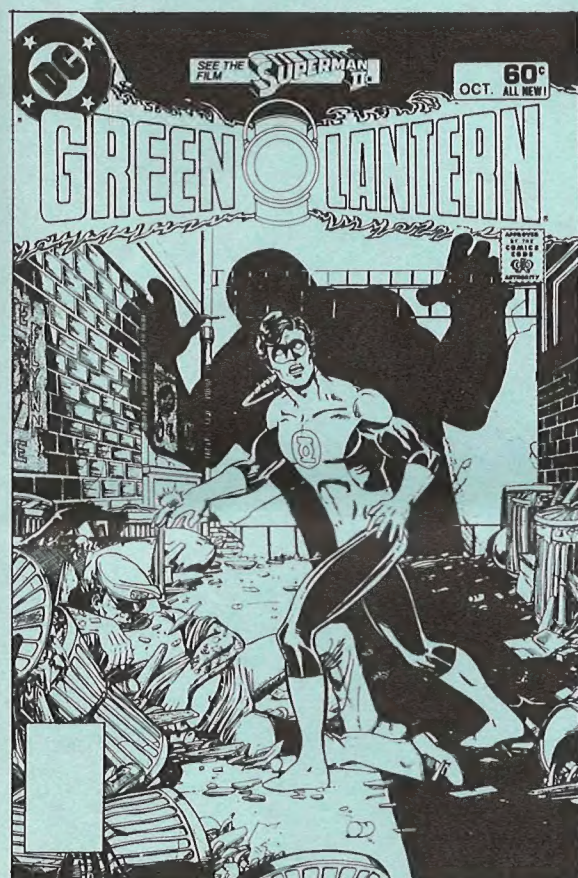


COMING COMICS



JLA #195

Part I of the annual JLA/JSA team-up--featuring a new deadly Secret Society of Super-Villains.



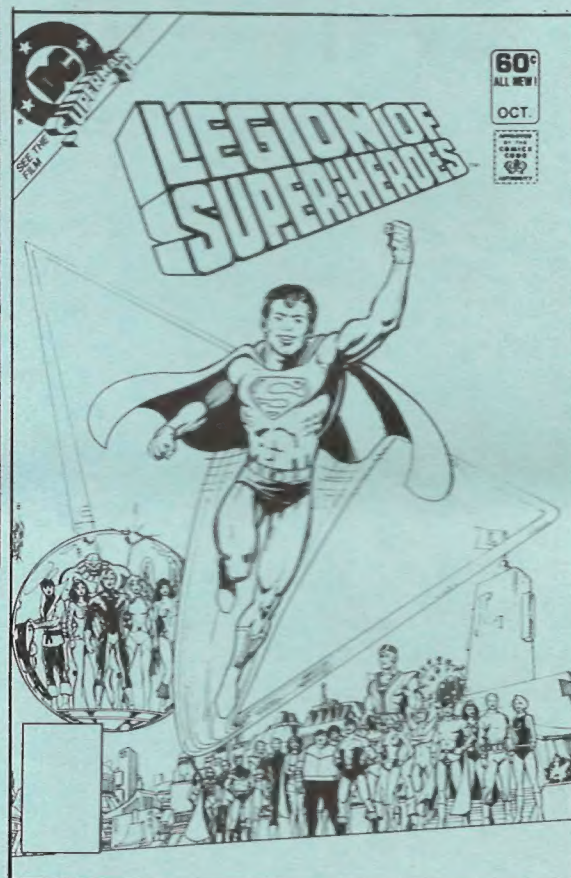
GREEN LANTERN #145

Teen Titans scripter Marv Wolfman continues to chronicle the adventures of everyone's favorite ring-wielder!



TEEN TITANS #12

The conclusion of the battle on Paradise Island. The female Titans are in the forefront!

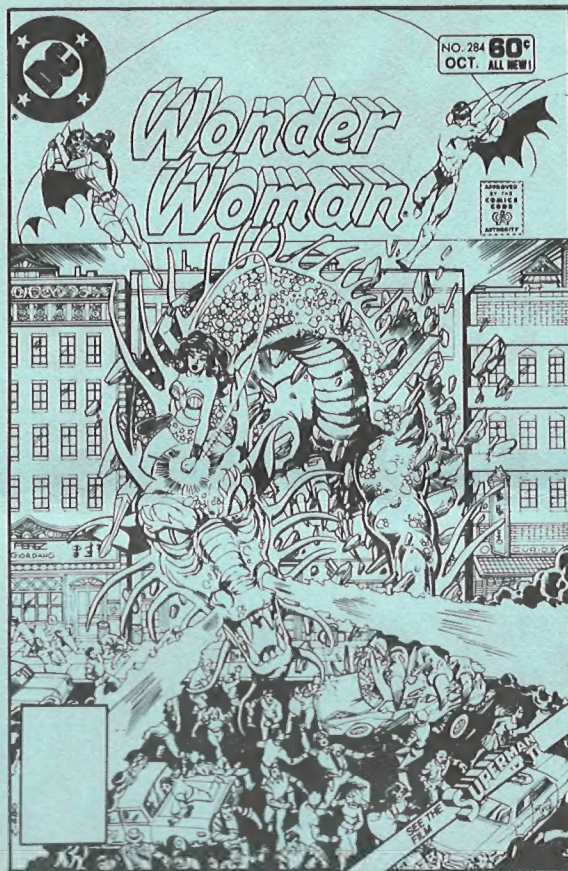
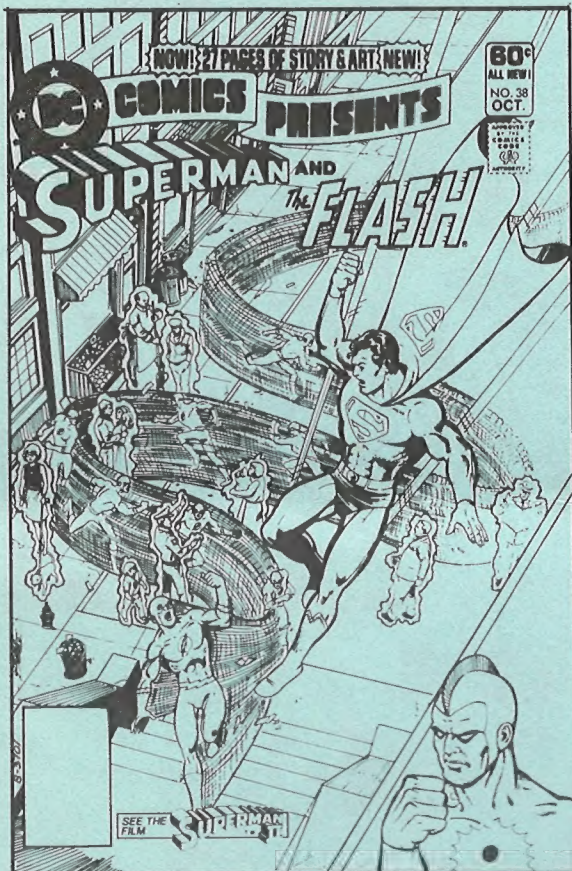


LEGION OF SUPER-HEROES #280

Superboy returns!

same distribution channel. We are particularly pleased because it reaffirms our belief that a large audience exists which appreciates quality material and that the audience continues to grow."

ITEM: The popularity of the TEEN TITANS has spurred California dealer Bob Beerbohm to coordinate a group of California comic shop owners in order to take out a half-page ad in this summer's DC comics, advertising their stores and DC comics.



SHIPPING INFORMATION

SHIPPING JUNE 16TH FOR AN ON SALE DATE OF JULY 9TH

BATMAN #340
FLASH #302
G.I. COMBAT #234
GHOSTS #105
JUSTICE LEAGUE #195

JONAH HEX #53
SUPERMAN #364
WEIRD WAR TALES #104
WONDER WOMAN #284
ARAK #2
KRYPTON CHRONICLES #2

DC PRESENTS #38
TEEN TITANS #12
BEST OF DC DIGEST #17
SECRETS OF HAUNTED HOUSE #41
DC SPECIAL DIGEST #14

SHIPPING JUNE 30TH FOR AN ON SALE DATE OF JULY 23RD

ACTION #524
BRAVE & BOLD #179
DETECTIVE #507
GREEN LANTERN #145
HOUSE OF MYSTERY #297

SGT. ROCK #357
UNKNOWN SOLDIER #256
LEGION OF SUPER-HEROES #280
UNEXPECTED #215
WORLD'S FINEST #272

ALL-STAR SQUADRON #2
ADVENTURE/DIAL "H" #486
SUPERBOY #22
SUPERMAN FAMILY #211
WARLORD #50*

*Special anniversary issue

* * *

APOLOGIA: Apologies to all for the lateness of recent issues of COMING ATTRACTIONS. The recent reorganization of our executive staff has resulted in a total remodeling of DC's offices. This, in turn, has resulted in less-than-optimum working conditions for DC's entire staff, including COMING ATTRACTIONS harried new editor. With this issue we are back on the track and should continue on schedule from this point on.